IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method of selling products online by a plurality of stores based on a product catalog that comprises information on a plurality of products, the method comprising:

managing information regarding ~~non-sellable~~non-available products ~~for~~ in each store, the ~~non-sellable~~non-available product being a product that ~~cannot be sold at that particular store~~is out of stock; and

when a purchaser selects a ~~non-sellable~~non-available product from the product catalog of one store, introducing the purchaser to another store in which the product selected by the purchaser is ~~a sellable product~~available; and

updating the information regarding non-available products in each store using selection of a product catalog by a purchaser as a trigger.

2. (canceled)

3. (currently amended) The method according to claim 1, further comprising managing information regarding stock shortage products for each store, the stock shortage product being a product that is out of stock in one particular store but that is available in another store,

wherein the purchaser is introducing to ~~the~~another store based on the information regarding the stock shortage products.

4. (currently amended) The method according to claim 3, further comprising updating the information regarding the stock shortage products for each store using selection of a product from the product catalog by the purchaser as a trigger.

5. (currently amended) The method according to claim 1, further comprising payment of fee by the another store to which the purchaser has been introduced to the store

from whose ~~product~~ catalog the purchaser has selected the ~~non-sellable~~ non-available product.

6. (currently amended) The method according to claim 1, further comprising:

placing an order for the ~~non-sellable~~non-available product that has been selected by the purchaser to a manufacturer; and

selecting one step out of the step of placing the order to the manufacturer and the step of introducing the purchaser to another store.

7. (currently amended) A method of selling products online by a plurality of stores based on a product catalog that comprises information on a plurality of products, the method comprising:

managing information regarding ~~non-sellable~~ non-available products ~~for~~ in each store, the ~~non-sellable~~ non-available product being a product that ~~cannot be sold at that particular store~~is out of stock; and

performing a shipment process of ordering the product selected by a purchaser from another store in which the product is available to a store in which the product is non-available when ~~a~~the purchaser selects a ~~non-sellable~~non-available product from the product catalog of one store~~, performing a shipment processing of shipping the product selected by the purchaser from another store in which the product selected by the purchaser is a sellable product~~.

8. (currently amended) The method according to claim 7, further comprising managing information regarding stock shortage products for each store, the stock shortage product being a product that is out of stock in one particular store but that is available in another store~~,~~; and

~~wherein~~ performing shipping processing of ordering the product ~~is shipped~~ from the another store based on the information regarding the stock shortage products.

9. (currently amended) A computer program ~~containing instruction for~~ executing a method of selling products online ~~by a plurality of stores based on a product catalog that comprises information on a plurality of products~~, the computer program ~~enabling a computer to function as~~:

~~a management unit which manages~~ managing information regarding non-~~sellable~~ available products for ~~each~~a plurality of stores~~, the non-sellable product being a product that cannot be sold at that particular store~~; and

~~an introduction unit which, when a purchaser selects a non-sellable product from the catalog of one store,~~ introduce~~s~~ing ~~the~~ a purchaser to ~~another~~ a second store in which ~~the~~ a product selected by ~~the~~ a purchaser is ~~a~~ available~~sellable product~~ when the purchaser selects a non-available product from a catalog of a first store.

10.   (currently amended) A computer program ~~containing instruction for~~ executing a method of selling products online ~~by a plurality of stores based on a product catalog that comprises information on a plurality of products~~, the computer program ~~enabling a computer to function as~~:

~~a management unit which~~ manage~~s~~ing information regarding non-~~sellable~~ available products for ~~each~~ a plurality of stores~~, the non-sellable product being a product that cannot be sold at that particular store~~; and

~~a shipment unit which, when a purchaser selects a non-sellable product from the catalog of one store, performs a shipment processing of~~ shipping ~~the~~ a product selected by ~~the~~ a purchaser from ~~another~~ a second store in which the product selected by the purchaser is ~~a sellable product~~ available when a purchaser selects a non-available product from a catalog of a first store.

11.   (new) A computer-readable recording medium configured to store therein a computer program that implements on a computer a method of selling products online by a plurality of stores based on a product catalog that comprises information on a plurality of products, the computer program causing the computer to execute:

managing information regarding non-available products in each store, the non-available being a product that is out of stock;

when a purchaser selects a non-available product from the product catalog of one store, introducing the purchaser to another store in which the product selected by the purchaser is available; and

updating the information regarding non-available products in each store using selection of a product from the product catalog by a purchaser as a trigger.

12.   (new) A computer-readable recording medium configured to store therein a computer program that implements on a computer a method of selling products online by a plurality of stores based on a product catalog that comprises information on a plurality of products, the computer program causing the computer to execute:

managing information regarding non-available products in each store, the non-available product being a product that is out of stock; and

performing a shipment process of ordering the product selected by a purchaser from another store in which the product is available when the purchaser selects a non-available product from the catalog of one store.

13.   (new) A method of selling products online, comprising:

managing information regarding non-available products for a plurality of stores; and

introducing a purchaser to a second store in which a product selected by a purchaser is available when the purchaser selects a non-available product from a catalog of a first store.

14.   (new) A method of selling products online, comprising:

managing information regarding non-available products for a plurality of stores; and

shipping a product selected by a purchaser from a second store in which the product selected by the purchaser is available when a purchaser selects a non-available product from a catalog of a first store.